

- with more confidence than the latter.
- c. As the sheer volume of data expands it is more difficult to filter selectively what is "information" and what is just data. Your responsibility in informing the various publics of the university of the "information" but not the mere data is then more difficult, and your judgment in separating the two is more critical.
  - d. Faculty members often shun publicity. They are seemingly content to advance and promote the growth of the Information Revolution with no time to assist you in disseminating the information to the public for the benefit of the university which made their research possible.
  - e. If my picture of academic administration is accurate, you have a major role to play in promoting competent administration by knowing how to recognize it and by rewarding it with maximum favorable publicity when it is discovered.
  - f. You must recognize that knowledge ("information") is akin to the area of a circle, and ignorance is the circumference. As the Information Revolution proceeds, the area of the circle will grow . . . but so will the circumference and we will perceive that our ignorance is greater. It is your job to concentrate on the area and not the circumference.

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